

**WAXN-TV**

**WSOC-TV**

Agency Name: SMART MEDIA

Todays date: 11/2/2012

Advertiser Name: MCCROY

Invoice Nbr.: \_\_\_\_\_

☐ Credit ☐ Debit ☒ Refund ☐ Transfer ☐ 321428 OSI Contract #

☐ Agency # ☐ Advertiser # ☐ Order Type

Date Aired: \_\_\_\_\_

Time Aired: \_\_\_\_\_

A/E Name: \_\_\_\_\_

A/E Number: \_\_\_\_\_

Ntl. Rep Nbr: \_\_\_\_\_

Billed at Rate: \_\_\_\_\_

Corrected Rate: \_\_\_\_\_

Gross Credit/Debit: \$75.00

Net Credit/Debit: \$63.75

**REASON FOR ADJUSTMENT:**

**SALES**

- ☐ Agency Commission Adj.
- ☐ Sales Ordering Error
- ☐ Makegood Error
- ☐ Rate Adjustment
- ☐ Telerep Ordering Error
- ☐ Telerep Makegood Error
- ☐ Spots Double Ordered

**OTHER**

- ☐ Carting Error
- ☐ Technical Difficulty
- ☐ Network Overrun
- ☐ Invoice Billing Error
- ☐ Computer Conv. Error
- ☐ Production Billing Adj.
- ☐ Internet

**TRAFFIC**

- ☐ Product Conflict
- ☐ Poor Rotation
- ☐ Incorrect Media
- ☐ Outside Time Period
- ☐ Order Entry Error

**EXPLANATION:**

rebate

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Approved for Sales

Approved for Accounting

**WSOC-TV**Agency Name: Smart MediaTodays date: 11/1/2012Advertiser Name: McCrary

Invoice Nbr: \_\_\_\_\_

☒ Credit    ☐ Debit    ☐ Refund    ☐ Transfer    ☐ OSI Contract # 321428
☐ Agency #    ☐ Advertiser #    ☐ Order Type

Date Aired: \_\_\_\_\_

Time Aired: \_\_\_\_\_

A/E Name: Andrea Moore

A/E Number: \_\_\_\_\_

Ntl. Rep Nbr: \_\_\_\_\_

Billed at Rate: \_\_\_\_\_

Corrected Rate: \_\_\_\_\_

Gross Credit/Debit: 4145.00 ~~5220.00~~Net Credit/Debit: 3523.25 ~~93,587.00~~

## REASON FOR ADJUSTMENT:

## SALES

- ☐ Agency Commission Adj.
- ☐ Sales Ordering Error
- ☐ Makegood Error
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- ☐ Telerep Ordering Error
- ☐ Telerep Makegood Error
- ☐ Spots Double Ordered

## OTHER

- ☐ Carting Error
- ☐ Technical Difficulty
- ☐ Network Overrun
- ☐ Invoice Billing Error
- ☐ Computer Conv. Error
- ☐ Production Billing Adj.
- ☐ Internet

## TRAFFIC

- ☐ Product Conflict
- ☐ Poor Rotation
- ☐ Incorrect Media
- ☐ Outside Time Period
- ☐ Order Entry Error

## EXPLANATION:

credit due rebates for the week of 10/22- dollars are being respent

11/2 fri 10-11p 1x \$200011/2 fri 6-630p 1x \$150011/2 fri 430-5a 1x \$14511/5 mon 1135p-1207a 1x \$50011/5 mon 110-210a 1x \$75
  
 Approved for Sales

 \_\_\_\_\_  
 Approved for Accounting



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

# Contract # 321428

<b>Schedule Dates</b>	10/22/12-11/05/12	<b>Date Entered</b>	07/10/12
<b>Advertiser</b>	Pol/P McCrory/R/Gov/NC (16611)	<b>Last Modified</b>	11/02/12
<b>Agency</b>	Smart Media Group (1343)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political - State Candidate (1071)	<b>CO-OP</b>	No
<b>Brand</b>	C22C28 GOV (132631)	<b>Headline #</b>	06221199
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	HANLEN,LINDSAY	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	MCCRO/ORDR/C22C28	<b>Commission</b>	\$6,805.50
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$38,564.50
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	

**Comments**  
MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

Charlotte (WSOC)			
By Broadcast Month	Spots	Rate	
Oct. 2012	42	\$41,225.00	
Nov. 2012	4	\$4,145.00	
<b>Grand Total:</b>	<b>46</b>	<b>\$45,370.00</b>	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.2	Normal Line / Spot	10/26/12-10/26/12	5	:30	11P-11:35P (EST)						1			1	\$925.00	\$925.00	Charlotte (WSOC)	EWETWISSNESS NEWS	10/19/12
3.1	Normal Line / Spot	10/26/12-10/26/12	5	:30	12P-1P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	EWETWISSNESS NEWS	10/19/12
7.2	Normal Line / Spot	10/22/12-10/22/12	5	:30	11P-11:35P (EST)		1							1	\$925.00	\$925.00	Charlotte (WSOC)	EWETWISSNESS NEWS	10/19/12
10.2	Normal Line / Spot	10/22/12-10/22/12	4	:30	7A-8A (EST)							1		1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GMA	10/19/12
12.2	Normal Line / Spot	10/27/12-10/27/12	5	:30	7A-8A (EST)							1		1	\$325.00	\$325.00	Charlotte (WSOC)	EWETWISSNESS NEWS 7A	10/19/12
13.2	Normal Line / Spot	10/27/12-10/27/12	4	:30	8A-9A (EST)							1		1	\$625.00	\$625.00	Charlotte (WSOC)	GMA SATURDAY	10/19/12
14.1	Normal Line / Spot	10/28/12-10/28/12	6	:30	11P-11:35P (EST)								1	1	\$850.00	\$850.00	Charlotte (WSOC)	SUN LATE NEWS	8/7/12
15.2	Normal Line / Spot	10/28/12-10/28/12	4	:30	6P-6:30P (EST)								1	1	\$1,350.00	\$1,350.00	Charlotte (WSOC)	6P NEWS SUNDAY	10/19/12
16.2	Normal Line / Spot	10/28/12-10/28/12	5	:30	7A-8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	EWETWISSNESS NEWS 7A	10/19/12
17.1	Normal Line / Spot	10/25/12-10/25/12	6	:30	12P-1P (EST)						1			1	\$275.00	\$275.00	Charlotte (WSOC)	EWETWISSNESS NEWS	10/19/12
20.1	Normal Line / Spot	10/23/12-10/23/12	5	:30	12P-1P (EST)							1		1	\$375.00	\$375.00	Charlotte (WSOC)	EWETWISSNESS NEWS	10/19/12
22.2	Normal Line / Spot	10/23/12-10/23/12	4	:30	6P-6:30P (EST)							1		1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	6P NEWS	10/19/12
24.2	Normal Line / Spot	10/24/12-10/24/12	5	:30	11P-11:35P (EST)							1		1	\$975.00	\$975.00	Charlotte (WSOC)	EWETWISSNESS NEWS	10/19/12
31.1	Normal Line / Spot	10/22/12-10/26/12	4	:30	5P-5:30P (EST)		1			1	1			3	\$1,200.00	\$3,600.00	Charlotte (WSOC)		10/19/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

# Contract # 321428

**Schedule Dates** 10/22/12-11/05/12  
**Advertiser** Pol/P McCrory/R/Gov/NC (16611)  
**Agency** Smart Media Group (1343)  
**Product** Political - State Candidate (1071)  
**Brand** C2C28 GOV (132631)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** HANLEN,LINDSAY  
**Phone/Fax** /

**Date Entered** 07/10/12  
**Last Modified** 11/02/12  
**Entered By** Jill Hipskind  
**CD-DP** No  
**Headline #** 06221199  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,805.50

Smart Media Group  
814 King Street  
Alexandria, VA 22314

**CPE** MCCRORY/ORDR/C2C28  
**Account Types** National/Political

**Net Total** \$38,564.50  
**Sales Tax**

**Billing Type** Standard

**Comments**

MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

Charlotte (WSOC)		
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
32.1	Normal Line / Spot	10/22/12-10/25/12	4	:30	6A-7A (EST)	1	1	1	1	1				4	\$1,175.00	\$4,700.00	Charlotte (WSOC)		10/19/12
33.1	Normal Line / Spot	10/22/12-10/26/12	4	:30	7A-8A (EST)	2	2	2	2	2	1			9	\$1,075.00	\$9,675.00	Charlotte (WSOC)		10/19/12
34.1	Normal Line / Spot	10/22/12-10/24/12	5	:30	12P-1P (EST)	1	1	1						2	\$375.00	\$750.00	Charlotte (WSOC)		10/19/12
38.1	Normal Line / Spot	10/22/12-10/25/12	4	:30	6P-6:30P (EST)	1	1		1					2	\$1,500.00	\$3,000.00	Charlotte (WSOC)		10/19/12
42.1	Normal Line / Spot	10/28/12-10/28/12	5	:30	12P-12:30P (EST)								1	1	\$275.00	\$275.00	Charlotte (WSOC)		10/19/12
43.1	Normal Line / Spot	10/25/12-10/25/12	5	:30	11P-11:35P (EST)				1					1	\$925.00	\$925.00	Charlotte (WSOC)		10/19/12
48.1	Normal Line / Spot	10/23/12-10/26/12	4	:30	8A-9A (EST)		1	1	1	1				3	\$975.00	\$2,925.00	Charlotte (WSOC)		10/19/12
49.1	Normal Line / Spot	10/22/12-10/26/12	4	:30	5:30P-6P (EST)		1		1	1				3	\$1,300.00	\$3,900.00	Charlotte (WSOC)		10/19/12
51.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	6P-6:30P (EST)			1						1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/19/12
52.2	Normal Line / Spot	11/02/12-11/02/12	5	:30	10P-11P (EST)						X			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		11/1/12
53.0	Normal Line / Spot	11/02/12-11/02/12	4	:30	6P-6:30P (EST)						X			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		11/1/12
54.0	Normal Line / Spot	11/02/12-11/02/12	5	:30	4:30A-SA (EST)						X			1	\$145.00	\$145.00	Charlotte (WSOC)		11/1/12
55.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	11:37P-NIGHTLINE		1	X						1	\$500.00	\$500.00	Charlotte (WSOC)		11/2/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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